

ORDER



Orders

Order / Rev: 704817

Alt Order #: 06262926

Product Desc: DCCC

Estimate: 1551

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: Political

KXTV

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign

Demographic: A35+

Product Codes: IS-Candidate/US House

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	45	\$58,935.00	\$50,094.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$58,935.00	\$50,094.75	0.00
Totals	45	\$58,935.00	\$50,094.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	22%	\$58,935.00
Market	100%	\$267,886.36

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$66,971.59
KFTL	0%	\$0.00
KMAX	4%	\$10,715.45
KOVR	27%	\$72,329.32
KQCA	1%	\$2,678.86
KSPX	0%	\$0.00
KTXL	21%	\$56,256.14
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/09/12	10/12/12	The View	CM	10-11am	- TWTF - -	:30	2	\$640.00	P-3	0.00	NM	2	\$1,280.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	- TWTF - -	2		\$640.00	0.00							
E 2	KXTV	10/09/12	10/12/12		CM	1130am-12pm	- TWTF - -	:30	2	\$265.00	P-3	0.00	NM	2	\$530.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1130a-12p Sac & Co										
				SAC & CO										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$265.00		0.00			
E 3	KXTV	10/09/12	10/12/12	Jimmy Kimmel Jimmy Kimmel	CM	1207xm-106xm - TWTF - -	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
				JIMMY KIMMEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$225.00		0.00			
E 4	KXTV	10/09/12	10/12/12	2-230p Jeopardy 2	CM	2-230p - TWTF - -	:30	4	\$265.00	P-3	0.00	NM	4	\$1,060.00
				JEOPARDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				4	\$265.00		0.00			
E 5	KXTV	10/09/12	10/12/12	230-3p Who Wants to be a Millionaire	CM	230-3p - TWTF - -	:30	4	\$265.00	P-3	0.00	NM	4	\$1,060.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				4	\$265.00		0.00			
E 6	KXTV	10/09/12	10/12/12	M-F 4-5p Ellen	CM	4p-5p - TWTF - -	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				3	\$900.00		0.00			
E 7	KXTV	10/09/12	10/12/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a - TWTF - -	:30	3	\$190.00	P-3	0.00	NM	3	\$570.00
				NEWS10 GOOD MORNING 5A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				3	\$190.00		0.00			
E 8	KXTV	10/09/12	10/12/12	6p News10 News10 @ 6pm	CM	6-630p - TWTF - -	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
				NEWS 10 AT SIX										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$2,200.00		0.00			
E 9	KXTV	10/09/12	10/12/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a - TWTF - -	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
				NEWS10 GOOD MORNING 6A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$375.00		0.00			
E 10	KXTV	10/09/12	10/12/12	M-F 630-7p Jeopardy	CM	630-7p - TWTF - -	:30	2	\$2,850.00	P-2	0.00	NM	2	\$5,700.00
				JEOPARDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$2,850.00		0.00			
E 11	KXTV	10/09/12	10/12/12	M-F 7-730p Wheel	CM	7-730p - TWTF - -	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
				WHEEL OF FORTUNE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				2	\$2,500.00		0.00			
E 12	KXTV	10/09/12	10/12/12	M-F 7-9am GMA 7-9am	CM	7-9a - TWTF - -	:30	4	\$430.00	P-3	0.00	NM	4	\$1,720.00
				GOOD MORNING AMERICA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$430.00		0.00			
E 13	KXTV	10/09/12	10/12/12	M-F 730-8p Inside Edition	CM	730-8p - TWTF - -	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
				INSIDE EDITION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF - -				3	\$1,200.00		0.00			
E 14	KXTV	10/09/12	10/12/12		CM	9a-10a - TWTF - -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00

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				M-F 9-10a										
				News10 @ 9am										
				NEWS 10 AT 9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/09/12	10/15/12	- TWTF--		2		\$150.00			0.00			
E 15	KXTV	10/15/12	10/15/12	Mon Prime Other	CM	8-10p		M-----	:30	1	\$12,600.00	P-2	0.00	NM
				DWTS									1	\$12,600.00
				DANCING W/ THE STARS -										
				EFF 9/17										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1		\$12,600.00			0.00			
E 16	KXTV	10/13/12	10/13/12	Sat News 8-9a	CM	8-9a		-----S-	:30	1	\$340.00	P-3	0.00	NM
				News10 Sat @ 8a									1	\$340.00
				NEWS10 GOOD MORNING\$										
				FTC: 8/18/12										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1		\$340.00			0.00			
E 17	KXTV	10/11/12	10/11/12	Thu Prime B	CM	9-10p		---T---	:30	1	\$11,250.00	P-2	0.00	NM
				Grey's Anatomy									1	\$11,250.00
				GREY'S ANATOMY: PREMIERE 9/20										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---		1		\$11,250.00			0.00			
E 18	KXTV	10/09/12	10/12/12	News10 @ 11pm	CM	11-1135p		-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM
				News10 @ 11pm									4	\$4,800.00
				NEWS 10 AT 11PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--		4		\$1,200.00			0.00			
E 19	KXTV	10/15/12	10/15/12	M-F 7-9am	CM	7-9a		M-----	:30	1	\$825.00	P-3	0.00	NM
				GMA 7-9am									1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1		\$825.00			0.00			
												Totals	45	\$58,935.00